

Launch by Adobe & ObservePoint

A DATA QUALITY FEEDBACK LOOP

Implementing ObservePoint with Adobe Launch

When properly deployed, analytics and marketing tags provide the high-quality data companies need to understand user behavior on their websites. Together, Adobe Launch and ObservePoint create a data quality feedback loop: Launch deploys tags and ObservePoint tests them.

KEY BENEFITS

- Test for JavaScript errors that inhibit successful data collection
- Ensure installation of the Adobe Launch container code on every page
- Catalog your tags and web pages before deploying Adobe Launch
- Validate new releases for optimal TMS performance
- Verify proper data collection and tag configuration
- Identify and remove unauthorized tags

Shared Client Success

Joint clients of Adobe and ObservePoint enjoy superior data quality and greater confidence in data-driven decisions. The partnership of these two tag-centric technologies brings together two essential components of a data governance strategy: tag management and tag auditing.

Using ObservePoint, tag managers can perform regular Audits to ensure all tags are functioning as intended. On top of that, ObservePoint users can set up alerts for any time an unexpected break occurs. Data never had it so good.

Carnival



NBCUniversal



ObservePoint

